

IN THE CLAIMS:

1. (Currently amended) A computer-implemented method for purchasing an item for sale, comprising:
 - receiving from a client computer a request for a priced object of a selection of the selected item for sale by a first data processing system in a first electronic business;
 - in response to receiving the request, generating by the first data processing system [[a]] the priced object for the selected item, the priced object describing terms of an offer of sale of the selected item by the first electronic business; [[and]]
 - transmitting by the first data processing system the priced object to the client computer;
 - receiving ~~the priced object~~ by a second data processing system in a second electronic business the priced object from the client computer, wherein the second electronic business modifies the priced object; and
 - transmitting by the second data processing system the modified priced object to the client computer.
2. (Canceled)
3. (Original) The method of claim 1, wherein the priced object is generated using one of a plug-in device to a web browser, a hyperlink, and an applet.
4. (Original) The method of claim 1, further comprising storing the priced object in a storage device associated with the first electronic business.
5. (Original) The method of claim 1, further comprising storing the priced object in a storage device associated with a client device.
6. (Original) The method of claim 1, further comprising storing the priced object in a storage device associated with a third party device.

7. (Original) The method of claim 1, wherein the priced object is generated by a third party device.
8. (Previously presented) The method of claim 1, wherein the priced object is generated prior to receiving the selection of the item for sale.
9. (Previously presented) The method of claim 1, wherein receiving the priced object by a second electronic business includes informing the second electronic business of a storage location of the priced object.
10. (Original) The method of claim 1, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and an identifier of the first electronic business.
11. (Original) The method of claim 1, wherein the priced object includes authentication information for authenticating the priced object as being authorized by the first electronic business.
12. (Original) The method of claim 1, wherein the priced object is encrypted.
13. (Currently amended) A computer-implemented method for purchasing an item for sale over a data network, comprising:
 - selecting the item for sale from a first electronic business server Web site;
 - requesting a priced object for the selected item from the first electronic business server;
 - sending the priced object to a second electronic business server; and
 - receiving ~~[[the]]~~ an adjusted priced object by ~~[[a]]~~ the second electronic business server, wherein the second electronic business server adjusts the priced object.
14. (Canceled)

15. (Currently amended) A computer-implemented method of performing offer term comparison between a first electronic business and a second electronic business, comprising:

generating a priced object for an item for sale by a first data processing system in the first electronic business, the priced object including first terms of sale of the item by the first electronic business;

receiving the priced object by a second data processing system in the second electronic business;

comparing the first terms of sale of the item with second terms of sale of the item associated with the second electronic business; and

modifying the second terms of sale of the item based on the comparison of the first terms of sale with the second terms of sale.

16. (Canceled)

17. (Currently amended) An electronic business apparatus for purchasing an item for sale, comprising:

means for receiving from a client computer a request for a priced object of a selection of the selected item for sale in a first electronic business;

in response to receiving the request, means for generating [[a]] the priced object for the selected item, the priced object describing terms of an offer of sale of the selected item by the first electronic business; [[and]]

means for transmitting by the first electronic business the priced object to the client computer;

means for receiving ~~the priced object~~ by a second electronic business the priced object from the client computer, wherein the second electronic business modifies the priced object; and

means for transmitting by the second electronic business the modified priced object to the client computer.

18. (Canceled)

19. (Original) The electronic business apparatus of claim 17, wherein the priced object is generated using one of a plug-in device to a web browser, a hyperlink, and an applet.
20. (Original) The electronic business apparatus of claim 17, further comprising means for storing the priced object in a storage device associated with the first electronic business.
21. (Original) The electronic business apparatus of claim 17, further comprising means for storing the priced object in a storage device associated with a client device.
22. (Original) The electronic business apparatus of claim 17, further comprising means for storing the priced object in a storage device associated with a third party device.
23. (Original) The electronic business apparatus of claim 17, wherein the priced object is generated by a third party device.
24. (Previously presented) The electronic business apparatus of claim 17, wherein the priced object is generated prior to receiving the selection of the item for sale.
25. (Previously presented) The electronic business apparatus of claim 17, wherein the means for receiving the priced object by a second electronic business includes means for informing the second electronic business of a storage location of the priced object.
26. (Original) The electronic business apparatus of claim 17, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and an identifier of the first electronic business.

27. (Original) The electronic business apparatus of claim 17, wherein the priced object includes authentication information for authenticating the priced object as being authorized by the first electronic business.
28. (Original) The electronic business apparatus of claim 17, wherein the priced object is encrypted.
29. (Currently amended) An apparatus for purchasing an item for sale over a data network, comprising:
- means for selecting the item for sale from a first electronic business server Web site;
 - means for requesting a priced object for the selected item from the first electronic business server;
 - means for sending the priced object to a second electronic business server; and
 - means for receiving ~~[[the]]~~ an adjusted priced object ~~[[by a]]~~ from the second electronic business server, wherein the second electronic business server adjusts the priced object.
30. (Canceled)
31. (Currently amended) A computer program product in a computer readable medium for purchasing an item for sale, comprising:
- first instructions for receiving from a client computer a request for a priced object of a selection of the selected item for sale in a first electronic business;
 - in response to receiving the request, second instructions for generating by the first electronic business ~~[[a]]~~ the priced object for the selected item, the priced object describing terms of an offer of sale of the selected item by the first electronic business; ~~[[and]]~~
 - third instructions for transmitting by the first electronic business the priced object to the client computer;

fourth instructions for receiving the ~~priced object~~ by a second electronic business the priced object from the client computer, wherein the second electronic business modifies the priced object; and

fifth instructions for transmitting by the second electronic business the modified priced object to the client computer.

32. (Canceled)

33. (Original) The computer program product of claim 31, wherein the second instructions include instructions for using one of a plug-in device to a web browser, a hyperlink, and an applet.

34. (Currently amended) The computer program product of claim 31, further comprising ~~fourth~~ fifth instructions for storing the priced object in a storage device associated with the first electronic business.

35. (Currently amended) The computer program product of claim 31, further comprising ~~fourth~~ fifth instructions for storing the priced object in a storage device associated with a client device.

36. (Currently amended) The computer program product of claim 31, further comprising ~~fourth~~ fifth instructions for storing the priced object in a storage device associated with a third party device.

37. (Original) The computer program product of claim 31, wherein the second instructions are executed prior to the first instructions.

38. (Original) The computer program product of claim 31, wherein the third instructions include instructions for informing the second electronic business of a storage location of the priced object.

39. (Original) The computer program product of claim 31, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and an identifier of the first electronic business.
40. (Original) The computer program product of claim 31, wherein the priced object includes authentication information for authenticating the priced object as being authorized by the first electronic business.
41. (Currently amended) The computer program product of claim 31, further comprising ~~fourth~~ fifth instructions for encrypting the priced object.
42. (Currently amended) A computer program product in a computer readable medium for purchasing an item for sale over a data network, comprising:
first instructions for selecting the item for sale from a first electronic business server Web site;
second instructions for requesting a priced object for the selected item from the first electronic business;
third instruction for sending the priced object to a second electronic business server; and
[[third]] fourth instructions for receiving [[the]] an adjusted priced object [[by a]] from the second electronic business server, wherein the second electronic business server adjusts the priced object.
43. (Canceled)